

NOTICE OF DECISION UNDER REGULATION 32 FILM POSTERS

VIDEO SLICK

TO: The Film and Video Labelling Body Inc.

PO Box 2627
Ponsonby
Auckland

Pursuant to regulation 32 of the Films, Videos, and Publications Classification Regulations 1994 the film poster entitled:

Butthole Sweetheart

is **Not Approved.**

if approval refused, the reasons for the decision:

The video slick is not approved on account of the photographs on the back cover. The slick degrades and dehumanises the women depicted, and women in general, to a significant extent and degree. The purpose of the case is to advertise the contents of the related video recording and to sexually titillate the viewer. A woman is strongly degraded and dehumanised in a photograph in which a man forces down her face as he ejaculates over her. Other close-up depictions of anal penetration and ejaculation onto women's faces reinforce the dehumanising effect. These photographs display women as sexual objects undergoing degrading treatment in order to sexually gratify men.

Consideration has been given to the provisions of the New Zealand Bill of Rights Act 1990 (NZBR Act). However, given the strength of the degrading and dehumanising elements of the slick's photographs, the slick would be likely to be classified as objectionable if it were submitted under s13(1) of the Films, Videos, and Publications Classification Act 1993. The likely injury to the public good is considered to outweigh the rights and freedoms set out in s14 of the NZBR Act.

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Date: 02 August 2000

For the Classification Office (signed):

OFLC Ref: 653